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## **ruwido enables Cost Saving and Enhanced User Experience through Re-Engineered Interface**

**Neumarkt, Austria – 2016-09-12** – At IBC 2016 ruwido is showcasing a fully re-engineered version of its leaf user interface. The updated software architecture ensures that the system can not only be integrated within the latest generation of set-top boxes, but can also be used on already deployed hardware, reducing the need for investment.

The resulting graphical user interface, which runs on a standard chipset, delivers an enhanced user experience and improves the ease of use as well as functionality of existing set-top boxes.

“The newly engineered user interface can be synchronized with advanced interaction mechanisms, such as our organic haptic and voice functionality, that are built into our multimodal input devices,” comments Ferdinand Maier, CEO, ruwido. “By re-engineering the software architecture that underpins the interface, we aim to inspire operators to improve the overall user experience for their customers by providing them with an interactive system that can be deployed on existing hardware, and is powerful enough to increase users’ engagement with the content available on TV.”

The graphical user interface is aligned with ruwido’s organic haptic interaction mechanism, allowing continuous input and smooth navigation through lists and services. By applying varying degrees of pressure, users can control acceleration as well as deceleration while scrolling through content.

Demonstrations of how the organic haptic interaction mechanism is synchronized with the newly engineered leaf interface can be seen at ruwido, Hall 1.D69, IBC 2016.

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### **about ruwido**

ruwido is a leading provider of input devices and interaction mechanisms in the context of the home. The company specializes in innovative design, enhanced technology and scientific research to enable intuitive navigation and user experience excellence. Premium manufacturer brands as well as premium IPTV and interactive TV service providers around the world rely on ruwido solutions.

Founded in Salzburg in 1969, ruwido is built on over 40 years of experience in consumer electronics. 25 percent of ruwido’s 200 employees are dedicated to research and development, which enables the company to excel in new interaction techniques, user experience and usability concepts. [www.ruwido.com](http://www.ruwido.com).

**picture**



enhance the user experience

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